

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS: Brett Error et al.  
SERIAL NO: 10/608,442  
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TITLE: Custom Event and Attribute Generation For Use in Website  
Traffic Data Collection  
EXAMINER: Bob R. Chumpitaz  
ART UNIT: 4115  
ATTY. DKT. NO.: OMN7133

MAIL STOP AMENDMENT  
COMMISSIONER FOR PATENTS  
P.O. BOX 1450  
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**AMENDMENT B**

SIR:

The following amendments and remarks are in response to the Final Office  
Action dated March 4, 2009.